



**The Green Build  
Community Communication Update**

**Terminal Development Program  
Board Committee Meeting  
January 11, 2011**

# Communications Tools



**1,084  
Fans**

**+189%**



**3,032  
Followers**

**+160%**



**1,524 Alert  
Sign-ups**

**+629%**



**92 Text Alert  
Sign-ups**



**1,024  
Views**

Reaching more than **6,700** residents and travelers – a 286% increase over 2009

# Construction Alerts

- Terminal 2 Roadway Change
- Pedestrian Bridge Demolition Begins
- 750 New Parking Spaces Open in SAN Park Pacific Highway
- Best Bets for Parking at the Airport

The image shows a screenshot of the SIGN ON SAN DIEGO NEWS website. The main headline is "Cramped Lindbergh Field adds 750 parking spaces" by Robert J. Hawkins, dated Wednesday, December 15, 2010 at 3:27 P.M. Below the headline, there is a navigation bar with categories like NEWS, SPORTS, BUSINESS, OBITS, OPINION, LIFESTYLE, NIGHT & DAY, VISIT SD, TRAVEL, RADIO, and 4SD. A sidebar on the left contains a search bar, a "SITE MAP" button, and a list of links including "San Diego News", "National News", "News Archive", "Contact 10News", "10News Team", "10News To Go", "Email Alerts", and "Get RSS". The main content area features a "San Diego News" section with a sub-headline "Lindbergh Field Bridge Project Under Way" and a sub-article "Pedestrian Bridge Connecting Terminal 2 to Parking Lot To Be Removed". The article text states: "SAN DIEGO -- Work was under way Tuesday to remove the first pedestrian bridge connecting Terminal 2 at Lindbergh San Diego County Regional Airport."

# Q1 Public Outreach

- Media briefing
- SANews
- Stakeholder briefing
- E-alerts/text alerts
- Launch mobile website

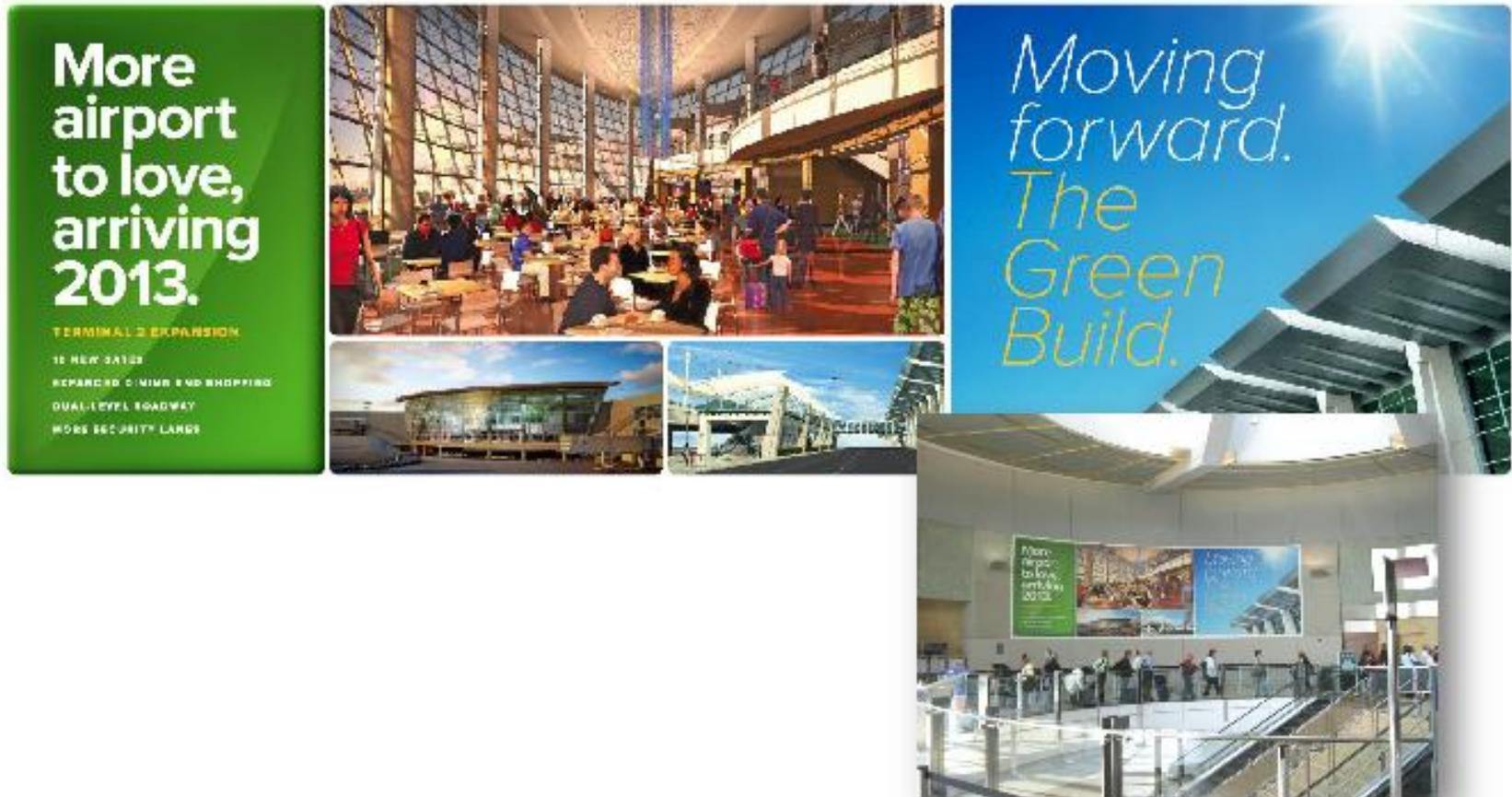


# Green Build Banners in T2

- Installation through completion – November 5, 2010



# Terminal 2 –Checkpoint 6 Wall



# Outdoor Boards

- Outdoor boards on Laurel, Grape & Kettner



# Current Advertising

- Business, trade and local media



*More airport  
to love.*

TERMINAL 2  
EXPANSION  
STARTING  
2013



The Green Building | 120,000 sq ft | LEED Gold certified  
more security areas | more comfort for our guests  
100,000 sq ft of retail space | 100,000 sq ft of parking

FOR MORE INFORMATION VISIT [SAS.ORG](http://SAS.ORG)



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*Making room  
for your future.*

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# In-terminal & Outdoor Impressions Per Day/Month

- Impressions per day and month for the Green Build in-terminal marketing – banners and signage:
  - Daily = 18,000
  - Monthly = 767,000
- Impressions per day and month for Green Build outdoor advertising
  - Daily = 64,000
  - Monthly = 1.94 million